

Smart Moves



How the Mobility Hub Concept Supports
Land Use and Transportation Planning in Oceanside

What Is a Mobility Hub?

An environment where multi-modal transportation options converge around land uses that a) serve the immediate needs of people on the move, b) create a sense of place that encourages activity and engagement, and c) knit together adjoining areas.



Key Amenities

TRANSIT AMENITIES



These are features located in the immediate transit station area to help riders plan their trips and make connections while offering them a safe and comfortable place to wait for their ride.

PEDESTRIAN AMENITIES



These features are located within a five-minute walk to transit and may include safe and convenient walkways and crossings.

BIKE AMENITIES



These features are located within a five-minute bike ride to transit and may include an efficient network of bikeways, secure options for parking a bike, and conveniently located options for bikeshare.

MOTORIZED SERVICES AMENITIES



These features are located within a five-minute drive to transit and may include on-demand, motorized shared services and infrastructure improvements that support their efficient operation.

SUPPORT SERVICES & AMENITIES



These features may exist within all mobility hub access zones and can include wayfinding, mobile retail services, and integrated trip planning and payment options.



Mobility Hub Concept



- | | | |
|-----------------------|--------------------------|-----------------------------------------------|
| 1 Bikeshare | 5 Package delivery | 9 Wireless EV charging |
| 2 Carshare | 6 Mobile retail services | 10 Neighborhood electric vehicles (NEVs) |
| 3 Scootershare | 7 Microtransit | 11 Rideables |
| 4 On-demand rideshare | 8 Smart parking | 12 Shared, connected, and autonomous vehicles |



Key Principles

- **Connectivity**
Linking travelers to their destinations and to goods and services along the way
- **Efficiency**
Making alternative transportation options convenient and cost effective
- **Choice**
Giving travelers options and making room for market-driven changes
- **Innovation**
Leveraging technology to facilitate the above

Old Town Transit Center



Coast Highway Vision and Strategic Plan

- Road Diet with Roundabouts
- Bike Lanes
- Incentive District (Additional Height/Density in Exchange for Public Benefits)
- Parking Management Strategies
- Coastal Shuttle/Circulator

BEFORE



AFTER



Visual Simulation: Coast at Oceanside



Visual Simulation: Coast at Oceanside



Visual Simulation: Coast & Oceanside



Visual Simulation: Coast at Oceanside



Oceanside Transit Center

3-D Mobility Hub Visual Simulation



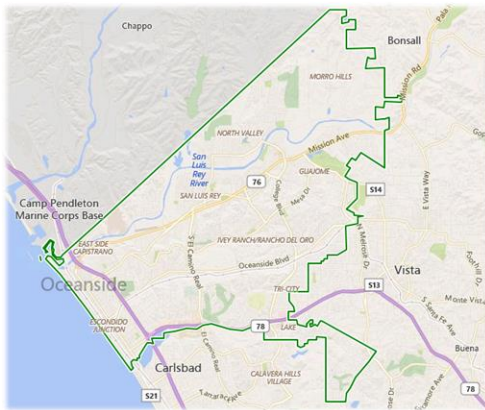
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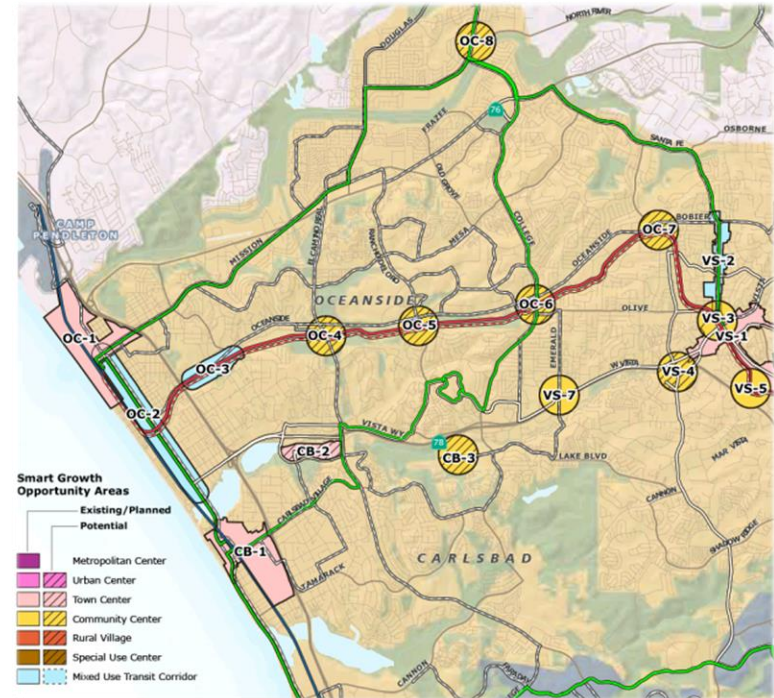
Challenges to Smart Growth & Multimodal Transportation in Oceanside

- Suburban and Exurban Development Patterns
- Topography
- Peripheral Location in the San Diego Metro Area
- Concerns about Crime, Vagrancy, Blight in Transit-Served Areas



Opportunities for Smart Growth & Multimodal Transportation in Oceanside

- Minimal Greenfield Development Opportunities
- Mixed-Use Allowances in Downtown District and Commercial Corridors
- Coastal Destination
- Growing Employment Base



General Plan Update

- Economic Development Element/Energy and Climate Action Element
- Climate Action Plan
 - Smart Growth Policies
 - VMT Reduction (Complete Streets, TDM, NEV Plan)
 - Preservation of Agricultural Resources
- Land Use Element (Phase 2)
 - Smart Growth Opportunity Areas
 - CalTrans Sustainable Communities Grants



Local Coastal Program Update

- Transportation Options for Visitors
- Less Emphasis on Parking
- More Visitor-Serving Uses
- Reduced Impacts on Residents



Agritourism Strategic Plan

- South Morro Hills Agricultural Region
- Visitor-Serving Uses (Restaurants, Small-Scale Lodging, Wineries)
- Limited Transportation Infrastructure
- Synergy with Other Oceanside

Destinations

